

For more information contact:
Lana Simon
Coldwell Banker Gundaker
847-313-6770
lane.simon@cbexchange.com

Coldwell Banker Gundaker Enters Marketing Alliance with McBride & Son/Vantage Homes

ST. LOUIS, MO (February 22, 2010) – Coldwell Banker Gundaker announces a marketing alliance with McBride & Son/Vantage Homes, one of St. Louis' premier home builders.

Coldwell Banker Gundaker and McBride & Son have entered into an agreement in which the leading residential brokerage company in the St. Louis area will provide real estate marketing services for the area's leading homebuilder in the St. Louis area.

Coldwell Banker Gundaker will assist in marketing McBride & Son / Vantage Homes communities, including McBride/Vantage Homes inventory homes and provide a specially-designed program for those buyers in McBride & Son communities who have existing homes to sell.

"We are pleased to partner with the largest home builder in the St. Louis area," said Jim Dohr, president of Coldwell Banker Gundaker. "McBride & Son/Vantage Homes have certainly set the pace for the St. Louis area's homebuilding industry. We admire not only their market strength and capabilities, but the energy and commitment of their people."

Both companies are familiar names in the local housing market with long-established histories and strong roots in the community. The market coverage provided by Coldwell Banker Gundaker's 25 area offices and 2,000 Associates dovetails well with McBride's inventory in over 70 communities offering quality housing in prices ranging from \$90,000 to \$500,000.

"We were intrigued by the potential involved in pairing the local market leader in homebuilding with the local market leader in real estate brokerage," said John Eilermann, chairman and CEO of McBride & Son/Vantage Homes. "We refer to this new marketing alliance as our "Marketforces" program, a name that characterizing the local market dominance of the two companies in their respective industries."

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 25 offices with over 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation's largest residential real estate brokerage company. NRT, a subsidiary of Realty Corporation, operates Realty's company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.

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